

The Kentucky Experience



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Sponsorship Opportunities





PREVIOUS PAGE: AERIAL VIEW OF THE KENTUCKY EXPERIENCE

ABOVE: SECTION OF CAVES, LAKES AND CORVETTES REGION EXHIBIT CONCEPT WITHIN THE EXHIBITS PAVILION

ABOVE RIGHT: DISPLAY CONCEPT WITHIN THE PRODUCTS PAVILION



THE KENTUCKY EXPERIENCE

When hundreds of thousands of visitors converge on the Kentucky Horse Park for the Alltech FEI World Equestrian Games in 2010, the Commonwealth will be on display for the world to see.

While our guests are here, we want them to experience Kentucky. However, with regularly scheduled equestrian events planned for each day, our guests might not have time to travel throughout Kentucky to experience all we have to offer. So what's the solution?

The Kentucky Experience

We are assembling on the grounds of the Kentucky Horse Park an all-encompassing sample of the experiences Kentucky has to offer. Our guests will see, hear, taste and interact with all of the special experiences one can enjoy – all in one place.

They'll be able to visit Daniel Boone Country, the Western Waterlands, the Bluegrass, Blues and Barbecue offerings as well as enjoy the Southern Lakes. They'll tour the Caves, Lakes and Corvettes region of Kentucky as well as the Appalachian Mountains. They'll be able to experience the attractions in the state's metropolitan areas of Louisville, Lexington and Northern Kentucky – all of it contained within a compact and highly structured environment that appeals to all the senses.

The Kentucky Experience will allow world travelers to explore the length and breadth of Kentucky – without having to leave the Kentucky Horse Park. This interactive experience will be a cherished memory for those attending the Alltech FEI World Equestrian Games, and will position Kentucky as a prime location for a return visit.

TITLE PARTNERSHIP

Investment: \$275,000

(Limit 1 Available)

- The name of the title sponsor will be incorporated into The Kentucky Experience logo
- Prime signage and recognition on Welcome Center and one half of pole banners
- Logo on staff uniforms
- Private use of the Entertainment Pavilion for a reception / up to 100-person event
- Event invitation design and printing - 150 quantity (mailing labels and postage at sponsor's cost)
- Logo recognition in video
- One promotional day to distribute items for public consumption via the Welcome Center (at sponsor's cost)
- Inclusion in all press releases and other media efforts surrounding The Kentucky Experience
- Prime presence on Kentucky Tourism website and The Kentucky Experience splash page, with calendar of events in entertainment pavilion
- Predetermined number of tickets to the event

TITLE PARTNERSHIP

A logo for The Kentucky Experience is currently under development. As part of the title partnership, the name of that company will be incorporated into The Kentucky Experience logo.

The logo featured in this presentation is a sample and is used for placeholder purposes only.



The Kentucky Experience
Presented by (name of Title Sponsor)

Sample

ENTERTAINMENT SPONSORSHIP - \$100,000 (LIMIT 2 AVAILABLE)

- Prominent Signage on Entertainment Pavilion
- Materials included in Welcome Center
- Video inclusion on Promotional Video in Entertainment Pavilion
- Inclusion in all press releases and other media efforts surrounding The Kentucky Experience
- Presence on Kentucky Tourism website via The Kentucky Experience pages, with calendar of events in entertainment pavilion

CORPORATE SPONSORSHIP PACKAGES

Platinum Level Sponsorship - Investment: \$100,000 (Limit 15 Available)

- Prime signage and recognition of name on sidewall banner / one pole banner and Airstar light
- Private use of the Entertainment Pavilion for a reception / up to 100-person event (catering at sponsor's cost - must use exclusive caterer to games)
- Event invitation design and printing - 150 quantity (mailing labels and postage at sponsor's cost)
- Main stage sponsorship day
- Logo recognition in video
- One promotional day to distribute items for public consumption via the Welcome Center (at sponsor's cost)
- Inclusion in all press releases and other media efforts surrounding The Kentucky Experience
- Prime presence on Kentucky Tourism website and The Kentucky Experience splash page, with calendar of events in entertainment pavilion

Platinum Plus Level Investment: \$125,000 (Limit 3 Available)

Platinum Plus Sponsors will have premium enhanced signage for a pavilion in addition to the amenities from the Platinum Level Sponsorship
(see layout)

CORPORATE SPONSORSHIP PACKAGES

Gold Level Sponsorship – Investment: \$75,000 (Limit 5 Available)

- Private use of the Entertainment Pavilion for a reception (catering at sponsor's cost - must use exclusive caterer to games)
- Event invitation design (printing, mailing labels and postage at sponsor's cost)
- Logo recognition in video
- One promotional day to distribute items for public consumption via the Welcome Center (at sponsor's cost)
- Logo presence on graphic tower in courtyard
- One feather banner with logo located on top of pavilion (production at sponsor's cost)
- Logo on Airstar light (production at sponsor's cost)
- Inclusion in all press releases and other media efforts surrounding The Kentucky Experience
- Prime presence on Kentucky Tourism website and The Kentucky Experience splash page, with calendar of events in entertainment pavilion

CORPORATE SPONSORSHIP PACKAGES

Silver Level Sponsorship – Investment: \$50,000 (Limit 20 Available)

- Video recognition on hospitality video
- One promotional day to distribute items for public consumption via the Welcome Center (at sponsor's cost)
- Logo presence on graphic tower in courtyard
- Logo on exterior pavilion section banner (production at sponsor's cost)
- Inclusion in all press releases and other media efforts surrounding The Kentucky Experience
- Presence on Kentucky Experience splash page

CORPORATE SPONSORSHIP PACKAGES

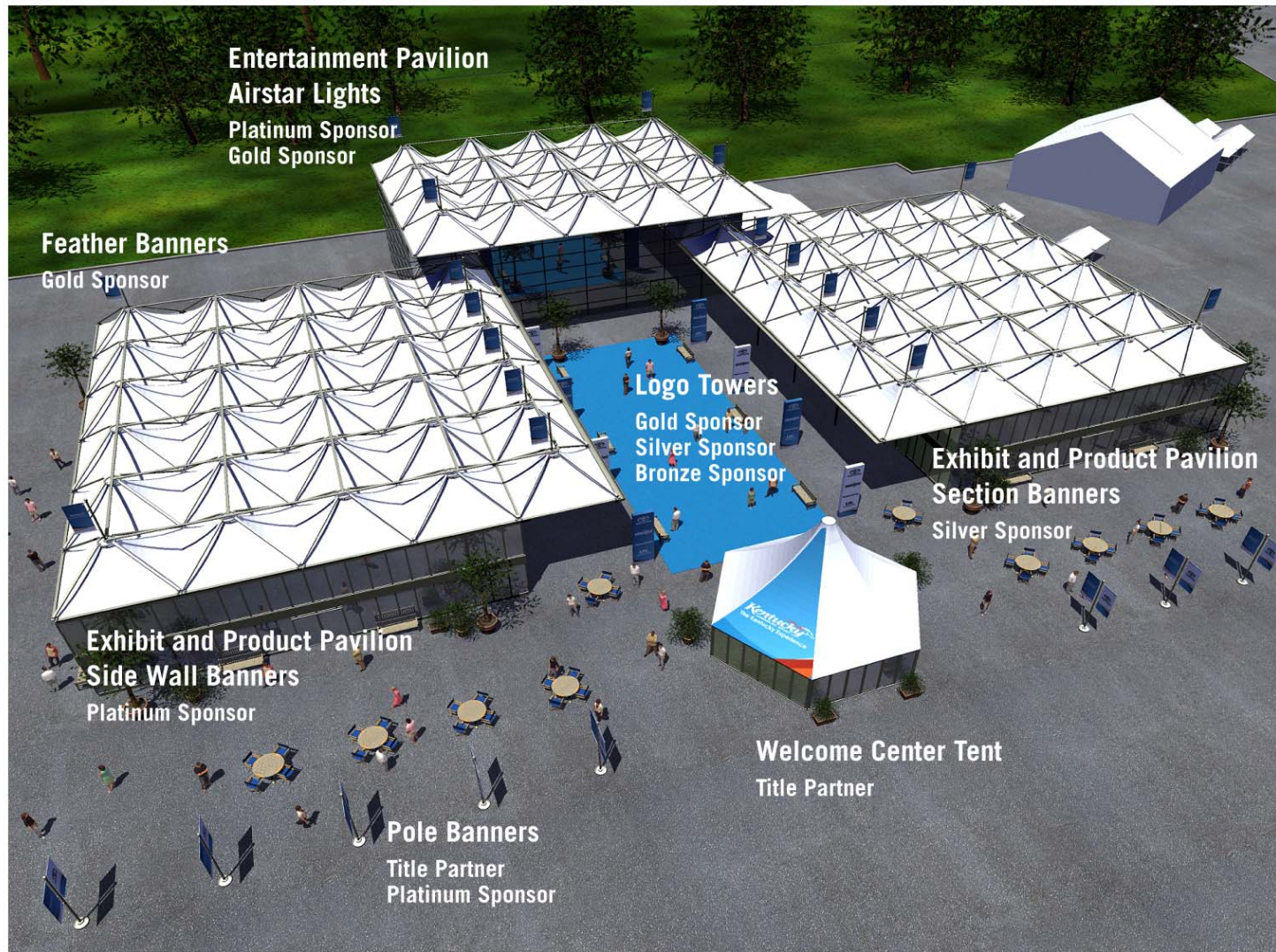
Bronze Level Sponsorship – Investment: \$25,000 (Limit 30 Available)

- Logo recognition on hospitality video
- One promotional day to distribute items for public consumption via the Welcome Center (at sponsor's cost)
- Logo presence on graphic tower in courtyard
- Inclusion in all press releases and other media efforts surrounding The Kentucky Experience
- Presence on Kentucky Tourism website and The Kentucky Experience splash page, with calendar of events in entertainment pavilion

CORPORATE SPONSORSHIP NAMING OPTIONS



CORPORATE SPONSORSHIP SIGNAGE OPTIONS



CORPORATE SPONSORSHIP SIGNAGE OPTIONS

Welcome Center Banners and Header for Title Partner



CORPORATE SPONSORSHIP SIGNAGE OPTIONS

Pole Banners



CORPORATE SPONSORSHIP SIGNAGE OPTIONS

Tent Graphics: Side Wall Banners, Section Banners and Feather Banners



CORPORATE SPONSORSHIP SIGNAGE OPTIONS

Airstar Lights: Platinum and Silver Sponsor Logos



CORPORATE SPONSORSHIP CRITERIA AND EVALUATION

The Kentucky Experience is focused on Kentucky; Kentucky Destinations, Regions, Industry, Artists, Entertainment, Products, and Corporations.

The Kentucky Department of Travel and Tourism reserves the right to evaluate and select potential sponsors based on the type of business and the impact the business has on the travel industry within the Commonwealth. We reserve the right to reject any sponsorship proposal that is deemed to be not in the best interest of the Commonwealth of Kentucky. In addition, the following points of interest will be considered for approval of sponsorship.

Company or Corporation has a Kentucky Affiliation; either home-based or connection to a Kentucky based firm.

Organization/Association has an affiliation to Kentucky

Tourism Organization is in Kentucky

If a company/corporation, or organization/association is outside of Kentucky, or has no affiliation to Kentucky, however, is interested in sponsoring the Kentucky Experience, either through in-kind, trade or monetary funds, they agree to have no title or prominent signage on structure of The Kentucky Experience.

EVENT LOCATION

The location of The Kentucky Experience on the grounds of the Kentucky Horse Park.



FLOOR PLANS

Floor plans and square footage of the four main tent structures.

